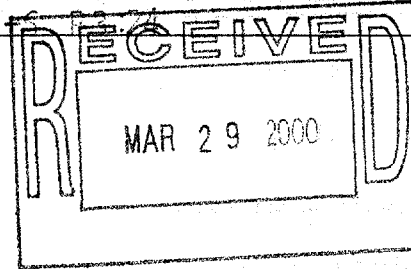




6111 Broken Sound Parkway NW  
Boca Raton, FL 33487-3693  
(561) 241-9400  
Fax (561) 995-5188

0307 '00



March 15, 2000

Food and Drug Administration  
Office of Special Nutritionals (HFS-450)  
Center for Food Safety and Applied Nutrition  
200 C Street, SW  
Washington, DC 20204

Dear Sirs:

Notice is hereby given pursuant to Section 403(r)(6) (21 U.S.C. § 343(r)(6)) of the Federal Food, Drug, and Cosmetic Act that Rexall Sundown, Inc. ("Sundown") located at 6111 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 has marketed a dietary supplement under the Rexall, SDV Vitamins, Thompson and Sundown brand names bearing the following statement(s) on the label and/or in the labeling:

E 100 IU, E 200 IU, E 400 IU, E 1000 IU (Sundown): Vitamin E promotes healthy heart and cholesterol function. It is a powerful antioxidant that helps protect cells from free-radical damage. Free radicals can cause cellular destruction which can lead to premature aging. Vitamin E maintains healthy cardiovascular and circulatory function by contributing to normal blood flow.

E 200 IU, E 400 IU, E 1000 IU (Rexall): [It] promotes healthy heart and cholesterol function. Vitamin E is a high-potency antioxidant that helps promote a healthy heart. Vitamin E contributes to healthy skin. Vitamin E helps nutritionally in maintaining cardiovascular function and a healthy circulatory system by contributing to normal blood flow. Vitamin E is an essential vitamin and powerful antioxidant that helps protect cells from free radical damage and enhances the antioxidant activity of Vitamin C and Selenium. Free radicals are unstable molecules that, if left unchecked, can cause cellular destruction which can lead to premature aging.

E 400 IU, E 1000 IU (SDV): Vitamin E promotes healthy cardiovascular and circulatory systems. Vitamin E is an essential vitamin and powerful antioxidant that helps protect cells from free radical damage and enhances the antioxidant activity of Vitamin C and Selenium. Free radicals are unstable molecules that, if left unchecked, can cause cellular destruction which can lead to premature aging.

E 400 IU (Thompson): [It] promotes healthy heart and cholesterol function. Vitamin E is an essential vitamin and powerful antioxidant that helps protect cells from free radical damage and enhances the antioxidant activity of Vitamin C and Selenium. Free radicals are unstable molecules that, if left unchecked, can cause cellular destruction which can lead to premature aging.

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Food and Drug Administration

March 15, 2000

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molecules that, if left unchecked, can cause cellular destruction which can lead to premature aging.

The undersigned certifies that the information contained in this notice is complete and accurate and that Sundown has substantiation that the statement is truthful and not misleading. Pursuant to § 101.93 (a)(1), two copies of this notification are enclosed.

Sincerely,

A handwritten signature in cursive script, appearing to read "Deborah Shur Trinker".

Deborah Shur Trinker  
Vice President of Regulatory Affairs  
and Assistant General Counsel

Enclosure